

WHAT A RESEARCH MARKETING MAN THINKS  
A HOME ECONOMIST CAN CONTRIBUTE

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Reserve

- I. Home economists are in a position to contribute much information that will;
  1. Assist consumers in making food purchases at fair prices to meet their needs.
  2. Assist farm women and their husbands to better understand consumer demand, desires, and needs for food products.
- II. Considerations in making your contribution:
  1. Marketing responsibilities are broad, will require much educational work, and trained personnel is scarce.
  2. Many programs you may conduct might be considered somewhat similar to the work of marketing specialists and county agents.
    - (a) You reach different groups--women who can be helpful in solving marketing problems.
  3. It will be necessary for you to cooperate with economists in obtaining and using information and facts that meet your needs.
  4. Much research work on consumer preferences as well as other phases of marketing is under way that will supply needed information.
    - (a) Some reports are already becoming available for educational use.
- III. Suggested problems and programs for home economists:
  1. Information programs on "best buys" for consumers.
    - (a) How they work--seasonality, quality, and price appeal.
    - (b) Expanded programs are needed.
    - (c) They help in moving products at fair prices and serve consumer needs.
  2. Farmers' wives can help in making decisions on where and when to sell.
    - (a) Interpreting market demands.
    - (b) Which sales agencies move the most goods at higher prices.
    - (c) Seasonality in selling staple commodities.
    - (d) Keep informed on market news information and discuss with husbands on when to sell.



3. Help consumers to understand what constitutes quality in various types of foods.
  - (a) What to look for and how to recognize quality and grade.
4. Farm housewives should assist in interpreting consumer demand for grade, quality, and condition of commodities offered for sale.
  - (a) Results on peach marketing research.
5. Services rendered consumers by food handlers.
  - (a) Are they demanded by consumers or are they forced to pay for them?
  - (b) Which are worth their cost and which only serve to add to the price of food at retail?
  - (c) Examples: Packaging, wrapping, bagging, cartoning, advertising, etc.
6. Farm housewives should understand what services city consumers demand and how they can profitably be provided.
7. Understand the problems confronted in different marketing and handling practices and their effect on quality, spoilage, and losses.
  - (a) Examples: Eggs, fruits, vegetables, etc.
8. Marketing values for consumers from a nutritional standpoint viz., purchases based on individual preference, habit, or impulse.
9. Farm housewives should thoroughly understand what economic considerations cause food prices to rise and fall.
  - (a) Supply and demand
  - (b) Influence of consumer purchasing power.
  - (c) Relationship of purchasing power to full employment.

#### IV. Summary

1. Through educational programs assist consumers in making satisfactory purchases.
2. Assist farm housewives to better understand consumer demand, desires, and needs for food products.